

AGENDA

DGRI BOARD OF ADVISORS



Board Members:

Monica App • Rick Baker • Shaun Biel • Mayor Rosalynn Bliss • Wayman Britt • Kayem Dunn • Jorge Gonzalez • Brian Harris
Bob Herr • Birgit Klohs • Nikos Monoyios • Teresa Weatherall Neal • Doug Small • Eddie Tadlock

Thursday, February 14, 2019
3:30 p.m. Meeting
29 Pearl Street, NW Suite #1

- | | | |
|---|-----------|----------|
| 1. Call to Order (3:30) | | Monoyios |
| 2. Board of Advisors Appointments (3:31)
(enclosed) | Motion | Monoyios |
| 3. Approve Minutes from September 2018 (3:35)
(enclosed) | Motion | Monoyios |
| 4. Alliance Appointments (3:40)
(enclosed) | Motion | Kelly |
| 5. 2019 Work Plan (3:45)
(enclosed) | Motion | Kelly |
| 6. DGRI Service Agreements (3:55)
(enclosed) | Motion | Kelly |
| 7. Downtown Streetspace Guidelines (4:05)
(enclosed) | Motion | Miller |
| 8. Block by Block 2018 Year in Review (4:25)
(enclosed) | Info Item | Krenz |
| 9. Food Truck Ordinance Update (4:35)
(enclosed) | Info Item | Guy |
| 10. Board Chair Report (4:45) | Info Item | Monoyios |
| 11. President & CEO Report (4:50) | Info Item | Kelly |
| 12. Old Business | | |
| 13. New Business | | |
| 14. Public Comment | | |
| 15. Adjournment | | |



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: February 11, 2019

SUBJECT: Appointments to the DGRI Board of Advisors

As need or opportunities arise, the bylaws of the Downtown Grand Rapids Inc. Board of Advisors (the Board) permit the Board to appoint members of the community for Board service. The DGRI bylaws allow no fewer than 12 members and no more than 20 members to serve on the Board, which currently has 14 members serving. Some of the seats of the Board are appointed by virtue of an individual's position as a critical partner to the mission of the organization, such as the Mayor of Grand Rapids.

At this time, the DGRI Executive Committee has identified and recommended an expansion of two seats to the Board. Each of these seats is considered an advancement of the intent that shaped the Board's initial and evolved composition. Given the adoption of GR Forward by the City Commission, the individuals recommended also reflect the need for strong collaboration to advance the vision for Downtown contained in the plan. The two recommended appointments include:

- Stephanie Adams, Executive Director, Friends of GR Parks (Goal 5 Alliance Chair)
- Mandy Bolter, Chair, Kent County Board of Commissioners
- Kristian Grant, President, Grand Rapids Public School Board

Each of the individuals have been contacted regarding the opportunity and have expressed an interest to join the Board if appointed.

RECOMMENDATION:

Appoint Stephanie Adams, Kristian Grant, and Mandy Bolter to the Downtown Grand Rapids Board of Advisors as recommended by the DGRI Executive Committee.



Board of Advisors Meeting

September 4, 2018

1. Call to Order – The meeting was called to order at 3:03pm

Attendance:

Present: Shaun Biel, Eddie Tadlock, Kayem Dunn, Nick Monoyios, Teresa Weatherall Neal, Monica App, Bob Herr, Mayor Rosalynn Bliss, Rick Baker, Jorge Gonzalez, Wayman Britt, Birgit Klohs

Absent: Brian Harris, Richard Bishop, Jim Saafeld

Others Present: Tim Kelly (President & CEO), Flor Valera (Administrative Assistant), Dick Wenk (DGRI Legal Counsel), Megan Catcho, Annamarie Buller, Kimberly Van Driel, Andy Guy, Mark Miller, Max Vanderforest, (DGRI Staff), Stephanie Adams, Sara Vanderwerf, and others.

2. Approve Minutes from April 18, 2018 DGRI Board Meeting
Motion: Kayem Dunn, supported by Shaun Biel, moved approval of the April 18, 2018 meeting minutes as presented. Motion carried unanimously.
3. Board of Members Presentation: The Rapid
Nick Monoyios gave a brief presentation on the work that The Rapid is doing in Grand Rapids, and thanked the various entities involved for their support and collaboration in helping accomplish this work. Mr. Monoyios explained that the Michigan Corridor Study was an instrumental piece in understanding the bus service needs of this corridor for employees and

area residents. He presented The Rapid's new and improved fare-free Route 19, which launched on August 27th. The Rapid projected 800 riders per day, but the during the first week they had about 1,000 riders. Mr. Monoyios said the partnership between The Rapid, City of Grand Rapids, and Spectrum has been instrumental in achieving these changes. Mr. Monoyios proceeded to outline the DASH recommendations of the GR Forward plan to reconfigure the DASH Service. He gave an overview of the new DASH West and DASH North bus routes and schedules and said there was a 20% percent increase in ridership since the previous year. Mr. Monoyios talked about the underpass activation of the Pew Station. Improvements would include adding amenities, adding murals to activate the space, and improving the landscape. Mr. Monoyios gave an update on the Silver Line bus service by stating that there had been a 28% percent increase in Downtown trips and that number continued growing. Mr. Monoyios concluded his presentation by introducing the new Wave card. He explained that through this new system, people will be able to save on daily, weekly, and monthly passes.

4. FY2019 Performance Metrics:

Nick Monoyios took a moment to introduced Stephanie Adams from Friends of Grand Rapids Parks and explained that Ms. Adams would formally be accepted to this Board at the next upcoming Board of Advisors meeting. Mr. Monoyios proceeded to give a brief overview of the FY2019 Performance Metrics and added that these indicators are intended to help inform the overall performance and health of Downtown. Tim Kelly recapped the 15 performance indicators that were previously designated and stated that there were no changes to these indicators proposed for this year. Mr. Kelly gave an overview of the nine (9) key projects for the FY2019 and explained that these project were selected with the focus that there would be tangible results, and would promote GR Forward as a consequence of implementation. Mr. Kelly mentioned the food truck ordinance and added that this still needs to be finalized. In terms of the Grand River and the governance model, Mr. Kelly explained that there is a continue research about the plans, as there is a concern for how to protect investment in the river corridor long-term. Mr. Kelly took a moment to discuss the leadership and advocacy agenda. He explained that for FY2019, ten (10) key policy and advocacy items at the local, state and federal level were selected that will help further the goals for Downton and the entire community. Birgit Klohs asked if a report could be presented in a dashboard model to see where we are. Mr. Kelly said he would follow up with a report.

Motion: Birgit Klohs, supported by Kayem Dunn, moved to approve the FY 2019 Performance Measures, Key Projects and Leadership and Advocacy Agenda. Motion carried unanimously.

4. Downtown Clean Team Contract:

Tim Kelly said the DGRI Board is the signatory on this contract in light of the DID not being an official legal entity. He noted that this item was reviewed and discussed at the August DID Board meeting and that the DDA Board approved a similar wage increase for the Ambassadors at its August meeting. Mr. Kelly said the \$.50 raise will help keep wages for the

Clean Team Competitive with similar jobs across the region. He added that this wage increase was accounted for and approved in the FY2019 DID budget.

Motion: Bob Herr, supported by Shaun Biel, moved to approve the resolution authorizing the DGRI chair to execute the 1st Amendment to the Agreement with Mydatt Services, Inc. dba Block by Block for environmental Maintenance and Cleaning Services. Motion carried unanimously.

5. GR Forward Headwinds Update:

Tim Kelly explained that DGRI had been participating in several conversations with various stakeholders during summer to discuss some of the existing challenges to fully realize the goals established in the GR Forward Plan. Mr. Kelly highlighted some of the concerns that came up in these conversations. He explained that there was a strong interest in restoring the River. However, a question on who would be managing entity remained unanswered. Mr. Kelly discussed projects associated with creating a true downtown neighborhood and stressed the need to continue marketing downtown as a neighborhood. Regarding mobility, Mr. Kelly said the perception of the lack of parking came up a lot. He added that there was a need for better information about what is available and how best to access it, along with other transportation modes. In regards to expanding job opportunities, some stakeholders expressed the belief that the business community needed to be engaged further and better represented in DGRI Boards for their needs to be better understood. Mr. Kelly concluded his presentations by remarking that there were many opportunities in the public realm, and yet there was still a concern on who would be responsible for maintenance of new infrastructure.

6. Downtown Neighbor Network Overview:

Annamarie Buller gave an overview of the work that has been happening to establish a Downtown Neighbor Network to support the people living Downtown. Ms. Buller explained that the Downtown Resident Steering Committee began in November 2017; its goal was to focus on providing a forum for learning about citizen engagement in the work of building high quality downtown. Events such as the Annual Mix, Mingle and Share allowed residents to connect, but the question remain of the formation of a neighborhood group and what form that group would take. Ms. Buller explained the process and added that in collaboration with DGRI and near neighborhoods, the Downtown Neighbor Network became to exist. Ms. Buller said the DNN's mission is to foster a community of downtown neighbors that are connected, informed and empowered to improve downtown living. Ms. Buller said the DNN has three (3) main key programs that include providing communication, events, and advocacy. Stephanie Adams asked how this works in coordination with the Heartside Neighborhood. Tim Kelly added that the DNN would serve as an affinity group that would be housed inside Downtown Grand Rapids for approximately two years with the goal of working collaboratively with Downtown residents and the near neighborhoods to support current residents and the growing residential population. Ms. Buller asked the Board if they could provide any feedback. The Board took a moment to share their suggestions.

6. Board Member Discussion

Nick Monoyios said he would continue to meet with each Goal Alliance Chair and request feedback. He expressed that he is very excited to see the level of commitment and participation from the Alliance members.

7. President & CEO Report

- Adopted FY19 Budget
- Approved MOU for DASH North Services
- Authorized Support for GRPS Museum School
- Approved a Retail Innovation/Incubator Support Grant
- Authorized Funding for a Visitor Parking Public Information Initiative
- Authorized Support for Weston Street Reconstruction
- Authorize Funding for Grandville Ave Gateway
- Approved Downtown Enhancement Grants for Little Bird and MeXo
- Received a Movies on Monroe Presentation

DID (5/16/18)

- Approved Financial Statements through 4/30/18
- Received Update on Spring and Summer Plantings and the Clean Team
- Recommended FY19 Budget to the City Commission

MNTIFA (6/13/18)

- Adopted FY19 Budget
- Approved MOU for DASH North Services

DGRI (6/28/18)

- Received an update on Start Garden Initiatives
- Reviewed FY19 Performance Management Objectives

GR>> Highlights

Goal 1 – Reestablish the Grand River as the draw to the City and Region

- Riverfront Trail Design Guidelines
 - Draft Guidelines and Asset Management Plan Under Review
 - Finalizing Fish Ladder Design
 - Consultant Return Trip in August with presentations to DDA (8/8) and City Commission (8/14)
 - Next Steps and Upcoming Outreach:
 - Booth at River Fest (6/23)
 - Neighborhood Leadership Meeting (6/28)
- Riverfront Trail Economic Impact Study
 - Contracted Grand Valley State University to conduct analysis
 - Met with GVSU project team week of 6/25
 - Preliminary findings in Summer 2018
- Lyon Square Opportunity Site

- Construction documents being developed for Phase 1 (Uplands)
- Coordination ongoing with surrounding stakeholders
- Budget discussion with City on 6/12
- Ah-Nab-Awen / Indian Mounds Park Enhancements
 - Construction Ongoing
 - Changes include flood protection improvements, 15-foot trail section, enhanced public seating and new lighting from Pearl Street to Gillett Bridge
 - Estimated Completion in August 2018

Goal 2 - Develop a true Downtown neighborhood home to a diverse population

- Downtown Neighbor Network
 - Planning committee finalized mission, vision and goals at June meeting
 - Recommendations will be presented to Committee in July
 - Network Board/Committee seated in the fall
- Development News
 - Celebrated ground breaking of the Canopy Hotel that is part of the Studio Park development
 - Participating in steel beam “placement ceremony” for 150 Ottawa
 - 449 Bridge Street received MDEQ Brownfield Grant
 - Coordinating with City on 10 Ionia project

Goal 3 – Implement a 21st century mobility strategy

- Bus Shelter Enhancements
 - Held Meeting with Mobile GR and Rapid staff to outline project funding and schedule
 - Goal is to deploy new Downtown shelters before next winter
- Pedestrian Safety Enhancements
 - Improvements complete on Division Avenue
 - Keeler Building Areaway reinforcement under construction
 - Michigan Street crossing designs being finalized and the project will be bid fall 2018
- Division Avenue Bike Lane
 - Construction complete
 - Survey distributed
- Downtown Streetspace Guidelines
 - GR Forward Goal 3 Alliance reviewed draft in May
 - Meetings with various City departments being scheduled to review recommendations
 - Presentation to the DDA Board August 2018

Goal 4 – Grow more & better jobs & ensure continued vitality of the local economy

- Recruit a major office tenant to Downtown
 - Working with City and Right Place to develop a more concerted and intentional recruitment strategy to attract larger office tenants Downtown
- Foster ground-floor businesses to diversify the mix of Downtown retail offerings

- Grant approved for Tamales Mary and Move Systems by DDA on 6/13
- Working with Studio C! to support diverse offerings as part of their tenant mix

Goal 5 – Reinvest in public space, culture & inclusive programming

- VandenBerg Plaza/Calder Plaza Improvements
 - Short-term activation underway including food trucks and various entertainment options
 - Additional furniture deployed
 - Request for Qualifications issued to design the proposed pavilion at SE corner of plaza
 - Consultant selection at DDA 8/8
 - June 2019 is the 50th anniversary of the plaza's opening in 1968 and a key organizing point for a celebratory moment
- Food Trucks
 - Extension of pilot ordinance approved by City Commission May 2018
 - Final report and recommendations to occur January 2019
- Public Realm Improvements
 - Spring plantings completed
 - Cigarette urns being deployed in four additional locations in June 2018
 - Pilot recycling program being deployed on Monroe Center in June 2018
 - Tree plantings with FOGRP completed
 - Michigan/Ottawa off ramp improvements being designed
- Explore opportunities to beautify public plaza at Van Andel Arena
 - Developing preliminary conceptual designs
 - Exploring partnership/funding opportunities for FY2019
- Division Avenue Safety and Cleanliness Improvements
 - Lighting
 - DDA authorized funding in May 2018
 - City completing design and identifying funding
 - Public Restrooms
 - City and DGRI working with Heartside Quality of Life committee to finalize design and operation of new public facilities for Cherry / Commerce and Weston / Commerce parking ramps
 - City and DGRI partnering to develop a sustainable facility management protocol for the new facilities.
- Public Art
 - Collaborating with UICA Exit Space to paint riverfront mural down the stairwell near the Grand Rapids Public Museum. Painting underway
 - Exploring mural opportunities on MDOT wall behind MSU Research Center

Goal 6 - Retain & attract families, talent & job providers with high quality public schools

- Grand Rapids Public Museum School (54 Jefferson)
 - Renovation of 54 Jefferson in progress and looking great
 - DDA approved support of pocket park at June 13 meeting

- The building will reopen as a high school in September 2018. Ribbon cutting 8/15.

8. Old Business

None

9. New Business

Tim Kelly invited the Board to attend an upcoming event titled Latino Urbanism. He said the event will take place on September 17th and added that the guest speaker is an urban planner from Los Angeles California, who will be talking about the role that Latino culture plays in local place making efforts.

10. Public Comment

None

11. Adjournment

The meeting adjourned at 4:10pm



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: February 11, 2019

SUBJECT: Appointments to GR Forward Implementation Alliances

On October 24th, 2013, the DGRI Board of Advisors (Board) approved the initial seating of the DGRI Alliances (Alliances) as a part of the new organizational structure. The three initial Alliances – Investment, Livability and Vibrancy - were designed to present opportunities for in-depth community engagement, and to create leadership development opportunities for both DGRI staff and community volunteers. In total, the Board has gone on to appoint five Alliance slates with more than 200 volunteers to serve within the organization.

With the adoption of GR Forward by the City Commission in December 2015, the goals for Downtown were memorialized, and the mission for DGRI was more clearly focused. To that end, in 2017 the Board approved a reconstitution of the Alliance structure to be aligned with 5 key goals from GR Forward. The main charge of each Alliance is to ensure the resources managed by DGRI are being deployed to implement the vision established by the community. As with the previous model, DGRI staff and leadership developed and continue to deploy a thoughtful, partnership-oriented outreach program to assist in making the Alliances both inclusionary and representative of the expertise needed to make insightful recommendations. The approved 2017 slate for the new model included 84 total members. 38 members of a previous Alliance, and 46 individuals new to volunteering with the organization.

For 2019, the recommended slate includes 93 total members, 40 of which are new to the Alliances. In keeping with DGRI performance measures, the new slate will make further progress toward achieving representative diversity according to the factors considered, including age, sexual orientation, race, gender, and places where individuals live and work. There is also a strong representation from Downtown residential community, as 17% of the slate is comprised of individuals that live in Downtown Grand Rapids, with another 61% living within the City limits. Additional residential voices will participate in the new Downtown Neighbor Network (DNN).

The following is a summary of makeup of the Alliances from 2015 - 2019:

		City-wide	DGRI 2015	DGRI 2016	DGRI 2017	DGRI 2019
AGE	20-24	17%	0%	3%	2%	3%
	25-34	30%	21%	38%	43%	47%
	35-44	19%	41%	32%	30%	32%
	45-54	18%	30%	21%	11%	8%
	55-64	16%	8%	6%	14%	10%
GENDER	Male	49%	71%	58%	50%	46%
	Female	51%	29%	42%	50%	54%
SEXUAL ORIENTATION	Heterosexual	96.20%	97%	92%	94%	90%
	LGBTQ	3.8%*	3%	8%	6%	10%
RACE	Asian	2%	3%	4%	4%	4%
	African American	20%	19%	21%	16%	14%
	Hispanic or Latino	15%	2%	6%	10%	8%
	White	68%	76%	69%	65%	70%
	Mixed Race	5%	-	-	5%	4%

*Source: Movement Advanced Project

With regards to organizational representations, the following highlight summary breaks down the organizational representation according to For-profit, not-for-profit, and governmental representatives.

For profit interests: 37 privately owned companies represented

Not-for-profit interests: 34 community not-for-profit organizations represented

Government interests: 15 representatives of government represented, including 10 from the City of Grand Rapids

Academic interests: 3 educational institutions represented

Retirees: 2 retirees

Goal 1 Alliance: Restore the River and Reconnect the City (BOLD Denotes New Members)

	First Name	Last Name	Employer
1	Laura	Cleypool	City of Grand Rapids Parks and Recreation
2	Joe	Elliot	RDV Corporation
3	Lindsey	Gadbois	Tower Pinkster
4	Rachel	Hood	Chase Park Grants
5	Tom	Hoving	Retired
6	Janet	Korn	Experience Grand Rapids
7	Ted	Lott	Lott3Metz Architecture
8	Traci	Montgomery	Meijer
9	Mark	Roys	CSM Group
10	Eddie	Tadlock	SMG
11	Matt	Chapman	GR White Water
12	Corinne	Farleigh	Tesla Engineering / Env'd Protection
13	Nolan	Miller	Nederveld
14	Tyler	Kanczuzewski	Sustainability, Resident at the Rowe
15	Maleah	Beatty	Williams & Works - Planner or LA
16	Issac	Degraaf	Dwelling Place, West Grand Resident
17	Drake	Harper	Harper Tasty Foods, DT Resident
18	Elyse	Mathos	Spectrum Health Foundation
19	Sergio	Reyes	Latino Community Coalition

Goal 2 Alliance: Toward a Diverse and Vibrant Downtown Neighborhood

	First Name	Last Name	Employer
1	Monica	App	Rockford Construction
2	Sarah	Green	The Rapid
3	Brian	Grooms	GRPD
4	Katy	Hallgren	RJM Design
5	Chardonnay	Henderson	The Source
6	Kate	Hunter	WMCAT
7	Landon	Jones	Wolverine Building Group
8	Daniel	Kvamme	City of Grand Rapids
9	Latesha	Lipscomb	City of Grand Rapids/ Entrepreneur
10	Angie	Morales	Radio La Mejor GR
11	Nipun	Nath	Northward Development
12	Dave	Nitkiewicz	Experience Grand Rapids
13	Danielle	Rowland	Danielle Rowland State Farm
14	Jenn	Schaub	Dwelling Place of Grand Rapids
15	Latrisha	Sosebee	Dwelling Place of Grand Rapids
16	Noele	Stith	GR Initiative for Leaders
17	Aaron	Terpstra	Mobile GR Parking Services

18	Doreen	Timmer	Aspire Academy/ Substance Abuse Recovery
19	Joshua	Verhulst	Tech Defenders

Goal 3 Alliance: A 21st Century Mobility Strategy

	First Name	Last Name	Employer
1	Kristin	Bennett	City of Grand Rapids
2	Jim	Botts	retired
3	Trey	Conner	Grand Rapids Drive
4	Meegan	Joyce	The Rapid
5	Ryan	Kilpatrick	Michigan Economic Development Corporation
6	Nikos	Monoyios	The Rapid
7	Kara	Peltier	Kendall College of Art and Design of Ferris State University
8	Andrew	Queenan	Tower Pinkster
9	Breese	Stam	City of Grand Rapids
10	Sulin	Kotowicz	Viridis Design Group
11	Hank	Kelley	City of Grand Rapids
12	Dustin	Corr	Nederveld
13	Maxwell	Dillivan	Williams & Works
14	Johanna	Jelks	She Rides Her Own Way
15	Dave	Riley	The Right Place

Goal 4 Alliance: Expand Downtown Economic Opportunity

	First Name	Last Name	Employer
1	Mark	Breon	Spectrum Health
2	Guillermo	Cisneros	West Michigan Hispanic Chamber of Commerce
3	Jorge	Gonzalez	Start Garden
4	Kristian	Grant	Mini Mogul Academy
5	Farida	Islam	BCBSM
6	Jessica	Ledesma	Ferris State University
7	Brandy	McCallum	AHC Hospitality
8	Jason	McClearen	Self-employed- The Everyday Chef and Wife
9	Kara	Wood	City of Grand Rapids
10	Attah	Obande	Spring GR
11	Kaleena	Kowalkowski	The Christman Company
12	Carrie	Kolehouse	Media Place Partners
13	Lindsay	Jarvis	AHC Hospitality
14	Brianne	Lewis	-
15	Caylie	Peet	Rockford Construction Property Management
16	Kareem	Scalea	New York Life

17	Omar	Cuevas	Grand Rapids Area Chamber of Commerce
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Goal 5 Alliance: Create a Welcoming and Inclusive Downtown

	First Name	Last Name	Employer
1	Stephanie	Adams	Friends of GR Parks
2	Adrienne	Brown-Reasner	Grand Rapids Children's Museum
3	Emily	Evers	Artists Creating Together
4	Amanda	Gielczyk	Downtown Market
5	Lisa	Knight	GRAND RAPIDS URBAN LEAGUE
6	Ashlee	Lambart	Kendall College of Art & Design The Gilmore Collection
7	Chad	LeRoux	AHC+Hospitality
8	Nick	Nortier	Old Growth Creative
9	Amelea	Pegman	ArtPrize
10	Evette	Pittman	City of Grand Rapids
11	Reb	Roberts	Sanctuary Folk Art
12	Eddie	Tadlock	SMG
13	Alyson	Mabie	LGROW / GRWAMC
14	Derek	Call	ArtPrize
15	Hannah	Berry	Lions & Rabbits
16	Katherine	Williams	UICA
17	Catherine	Zietse	City of Grand Rapids Parks Dept.
18	Kyle	DeGroff	BarFly Ventures, LLC
19	Julio	Cano	Spectrum
20	Rachel	McKay	GR Children's Museum
21	Thomas	Pierce	GR Pride Center
22	Maddie	Schaub	Disability Advocates of Kent County
23	LaKiya	Jenkins	LINC Up
24	Amber	Kilpatrick	Blandford Nature Center - Community Programs Manager, Mindful Vinyasa School of Yoga - Founder,

RECOMMENDATION:

Appoint the 2019 DGRI Alliance slates as recommended.



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: February 11, 2019

SUBJECT: 2019 Board of Advisors Work Plan

To explicitly define the work of the Board of Advisors for 2019, the Executive Committee has assisted staff in developing a work plan that will help guide the development of Board agendas and ensure milestones are articulated and progress toward them is being tracked. While the organization will continue to focus on the overall performance measures and implementation of GR Forward, these priorities will be the focus of the Board of Advisors work for calendar year 2019, and include:

1. River Governance Model Recommendations
2. Downtown Marketing and Recruitment Strategy
3. Updated Operating Agreement with the City of Grand Rapids

Intended outcomes and the process to complete them are further defined in the attached document.

Recommendation: Approve the attached 2019 Work Plan.

2019 DGRI Board of Advisors Work Plan

1) RIVER GOVERNANCE (GR Forward Goal #1)

- Purpose: Provide recommendations for a long-term governance structure to develop and manage the River Corridor and associated public assets.
- Process
 - GR Forward Thinking Speakers Series
 - Seating of Advisory Committee
 - Evaluation of Funding and Governance Models
 - Final Report / Business Plan
- Partners
 - DDA
 - Grand Rapids Whitewater
 - City of Grand Rapids
 - Kent County
 - Philanthropy
- Role of Board
 - January - May
 - Participate in and evaluate Speaker Series events to provide feedback on potential models to explore further.
 - March
 - Review RFP/RFQ for consultant to ensure project alignment with organization expectations.
 - June – November
 - Evaluate RFP/RFQ response proposals
 - Engagement with consultant
 - Review draft recommendations
 - November
 - Consider recommendations for approval

2) DOWNTOWN MARKETING AND RECRUITING STRATEGY (GR Forward Goal 4)

- Purpose: To create a marketing and recruiting strategy to aid in the retention of existing and attraction of new businesses to Downtown.
- Process
 - TBD
- Partners
 - DDA / DID
 - City of Grand Rapids
 - The Right Place

- Downtown Property Owners
- Developers
- Role of Board
 - March
 - Define success for DGRI
 - Feedback on process outline
 - Identify potential partners to engage with
 - March – September
 - Complete/review existing conditions analysis
 - July - September
 - Vet recommendations and materials
 - Identify long-term steward
- 3) **UPDATED OPERATING AGREEMENT BETWEEN DGRI AND CITY OF GRAND RAPIDS**
 - Purpose: To update the existing operation agreement between the City and DGRI to ensure clarity for both organizations in the ongoing partnership to manage Downtown.
 - Process
 - Meet with pertinent City departments to review existing Agreement and discuss potential changes
 - Briefings with City Manager
 - Updates and draft recommendations with Executive Committee
 - Approval by Board of Advisors and City Commission
 - Partners
 - City of Grand Rapids
 - Role of Board
 - March
 - Review existing Agreement
 - Provide feedback on draft recommendations and additional areas to explore
 - May
 - Consider revised agreement for recommendation to City Commission



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: February 11, 2019

SUBJECT: Recommendation to Approve Extension of Services Agreements

In 2011, the DDA Framework Plan recommended that the DDA and its key partners adopt a new organizational model to improve the management and advance the long-term development of Downtown Grand Rapids. As proposed, the new organization would combine the resources of the Downtown Improvement District (DID), the Downtown Alliance (DA), and the Downtown Development Authority (DDA) to advance a common agenda. The new structure would achieve efficiencies by combining staff of the above referenced organizations and eliminate any confusion associated with having multiple downtown organizations.

On September 23, 2013, DGRI entered into Service Agreements (the “Agreements”) with the DDA, the Monroe North TIFA (MNTIFA), and the City of Grand Rapids for the Downtown Improvement District (DID) pursuant to which DGRI has agreed to perform certain services for the respective entities. The Agreements articulate and formalize the operating relationships between the fiduciaries and DGRI, and establishes DGRI as the singular management entity for the combined operations of the DDA, the DID, and the MNTIFA.

The initial term of the Agreements ended on December 31, 2015 and was extended for an additional three years. At this time, leadership from the DGRI Board of Advisors is seeking to renew the term of the Agreements pursuant to the provisions therein for an additional three-year term commencing January 1, 2019, through June 30, 2022.

Recommendation: Approve the attached resolution and authorize the DGRI Board Chair to execute the attached service agreement addendums on behalf of DGRI.

DOWNTOWN GRAND RAPIDS, INC.

**RESOLUTION APPROVING AND AUTHORIZING EXECUTION OF
RESTATED SERVICES AGREEMENTS WITH THE CITY OF GRAND
RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY, THE TAX
INCREMENT FINANCE AUTHORITY OF THE CITY OF GRAND
RAPIDS AND THE CITY OF GRAND RAPIDS WITH RESPECT TO THE
DOWNTOWN IMPROVEMENT DISTRICT**

Boardmember _____, supported by Boardmember _____,

moved the adoption of the following resolution:

WHEREAS, Downtown Grand Rapids, Inc. (“DGRI”) has entered into Services Agreements in 2013 and First Addendums to Services Agreements in 2015 with (a) the City of Grand Rapids Downtown Development Authority (the “DDA”) to perform certain services on behalf of the DDA, (b) the Tax Increment Finance Authority of the City of Grand Rapids, aka the Monroe North Tax Increment Finance Authority (the “MNTIFA”), to perform certain services on behalf of the MNTIFA, and (c) the City of Grand Rapids (the “City”) on behalf of the Downtown Improvement District (the “DID”) to provide certain services on behalf of the DID and the DID Board (the “Agreements”); and

WHEREAS, DGRI desires to enter into restatements of the Agreement with the DDA, MNTIFA and the City through Restated Services Agreements (the “Restated Services Agreements”) extending each of their terms to June 30, 2022.

RESOLVED:

1. That the Restated Services Agreements with each of the DDA, MNTIFA and the City are approved in the forms presented at this meeting with such modifications not materially adverse to DGRI, approved as to content by the DGRI President and as to form by legal counsel.

2. That the Chairperson of the DGRI Board of Advisors is authorized and directed to execute each of the approved Restated Services Agreements for and on behalf of DGRI upon approval thereof by each of the other party thereto.

3. That all resolutions or parts of resolutions in conflict herewith shall be, and the same are, hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: February 14, 2019

Flor Valera
Recording Secretary

CERTIFICATION

I, the undersigned duly qualified and acting Recording Secretary of Downtown Grand Rapids, Inc. (the "DGRI"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Advisors of DGRI, at a meeting held on February 14, 2019, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: February 14, 2019

Flor Valera
Recording Secretary



MEMORANDUM

TO: DGRI Board of Advisors

FROM: Tim Kelly, AICP

DATE: February 11, 2019

SUBJECT: Downtown Grand Rapids Streetspace Guidelines

In October 2017, the Downtown Development Authority (DDA) and Monroe North TIFA (TIFA) authorized a contract with Nederveld and Williams & Works to initiate work on the Downtown Grand Rapids Streetspace Guidelines. The effort was in response to Goal 3 of GR Forward, which recommended updating the existing 2006 Downtown Streetscape Design Guidelines for the purpose of codifying the character of downtown streets.

During the year-long effort to create the guidelines, the consultant team and DGRI staff collaborated with various departments in the City of Grand Rapids. This collaboration included focus groups from planning, engineering, utilities, public works, mobility and traffic safety, along with the city's design team. Additionally, the project team conducted a 3-week immersion with students and teachers from GRPS Innovation Central. This collaboration included an assigned reading list, field analysis and sidewalk observations, and the creation of student-led design solutions to make downtown streetspaces more inviting. Members of the consultant team and DGRI also conducted field surveys from November 2017 to January 2018 to engage streetspace users during the most challenging wintertime months to help inform future design recommendations for the downtown streetspaces.

As a result of this collaboration and engagement, the Streetspace Guidelines provide a much larger and more enhanced framework than was initially envisioned when the project began. This framework provides direction to design a high-quality public realm that optimizes people space by creating outdoor rooms that invite lingering, enhance visual interest, provide equitable access, and build for lasting investment.

The Guidelines are organized around the various zones of this outdoor room and include the flex zone, the pedestrian zone (the sidewalk area), and the frontage zone (building façade facing the sidewalk). The flex zone represents the portion of the street that is directly adjacent to the curb where rebalancing can occur to convert the streetspace into a more pedestrian-centric place.

Each chapter provides guidance for the design, placement, scale, and materiality of the elements that shape these specific zones as well as why the design and element are important to the overall streetspace experience. Additionally, city requirements, responsibilities, and coordination are also highlighted for each element in order to help potential document users navigate the process of building streetspaces.

To date, draft guidelines have been reviewed by the Goal 3 and Goal 2 alliances, and a final review by the consultant team has been conducted, which will result in additional final edits. After these edits, Goal 3 will be assisting DGRI staff to create

project evaluation checklists to help them better use the document. These checklists will be similar to the previously completed checklist for the frontage zone on pages 118-119 of the final draft, dated December 6, 2018.

Finally, the Guidelines will help better inform decision-making related to DGRI administration of investments within the downtown streetspaces in order to make them welcoming and safe, and to enhance their spatial quality. Intended users include the city's engineering department, private developers and property owners, design professionals, the RAPID, DGRI's citizen alliances and staff, and downtown residents.

Recommendation: Adopt the Downtown Streetspace Guidelines as the guiding document for DGRI's evaluation of and participation in public realm improvements in Downtown Grand Rapids.



DOWNTOWN
GRAND RAPIDS INC.

Downtown Grand Rapids Ambassador 2018 Annual Report



Program Overview

2018 was a year of change! New events and temporary improvements provided chances for hospitality engagement. New construction and fenced off sidewalks meant no two days were the same for our clean team. Newly constructed planter beds & temporary planters at Movies on Monroe kept our horticulture team busy. 2018 saw a change in the way we collected our data and utilized the SMARTSystem app - we streamlined similar items to make it easier for Ambassadors to navigate and we found new ways to show our impact. Melvin Eledge was promoted to Project Manager with Block by Block and Rebecca Krenz took over the operations of the Downtown Grand Rapids Ambassador Program. We overcame struggles, stayed on a steady path and improved the program and downtown at every opportunity. For 2019, our team eagerly anticipates new challenges, prospects for growth, ongoing collaboration and joyful determination in the ever changing landscape of the Cool City, Grand Rapids.

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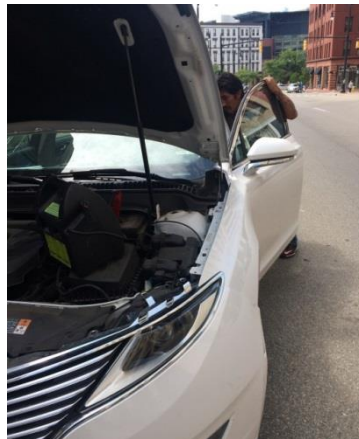
Hospitality & Engagement

2018 saw a change in the way we collect our data. We streamlined items that were similar to make it easier for Ambassadors to navigate our SMARTSystem app. 2018 was a year of change. New events and temporary improvements kept our hospitality team busy.

We participated in several events in 2018 including; *World of Winter*, *Art Prize*, *Light Up Downtown*, *Movies on Monroe*, *Relax at Rosa*, *Amway Family Fireworks*, *ADA Celebration*, *GVSU Welcome Week*, *National Night Out in Heartside*, and supported multiple cleanup events. We also participated in conversations regarding the Heartside Quality of Life Study spearheaded by the city as well as members and stakeholders of



Ellen provides first aid to a pedestrian.

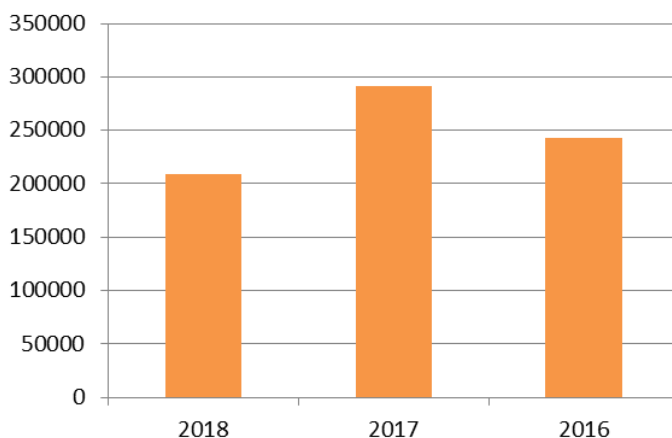


An Ambassador saves someone's day by providing a jump-start. Ambassadors are also trained in changing tires!



Marcia dubs a Jr. Ambassador during Relax at Rosa. Giving out a Jr Ambassador sticker provides an opportunity for us to engage families and make a child's day.

Total Hospitality & Engagement



Grace pictured with Becky Currier Wheeler, Ms Michigan 2018 at the ADA Celebration

Beautification



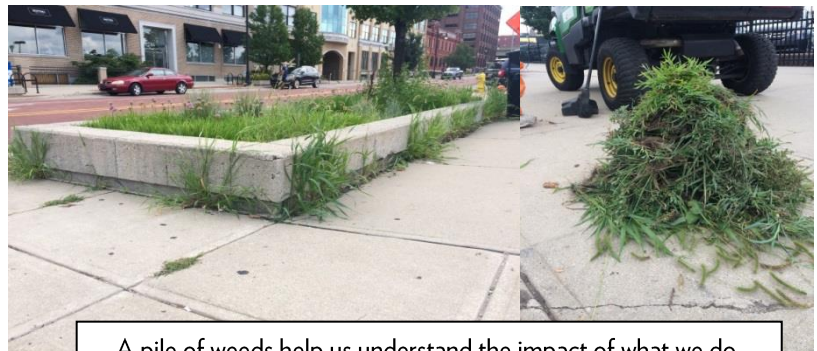
Newly promoted Clean Team Leader Evangeline learns how to maneuver the All-Terrain Litter Vacuum, or the “Seuss Machine” as we call it.

Fluctuations in weather threw us for a loop this year! Thaws in February allowed for an early spring cleanup. Sunny days in March jump started our peak season. Droughts in the summer kept our horticulture team filling up their water tanks and clearing weeds. A late leaf fall followed by heavy snow fall and a thaw made for mucky curb lines and heavy wet leaves. A dry and warm winter has meant less snow removal permitting us to continue removing leaves and weeds in the middle of winter! The team rolled with the punches and more than doubled our beautification statistics from 2017.

Due to the increase of trashcans in our downtown we removed over 6,000 more trash bags than in 2017. The addition of cigarette urns may have contributed to the 6% increase in cigarette butt recycling from the previous year.

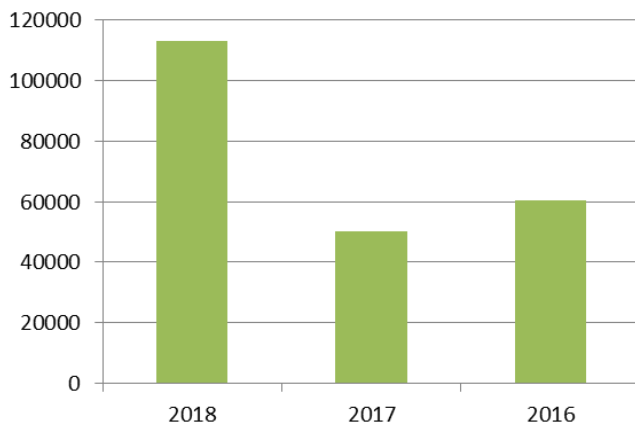


The pressure washing team gives new life to sidewalks.



A pile of weeds help us understand the impact of what we do.

Total Beautification Activity



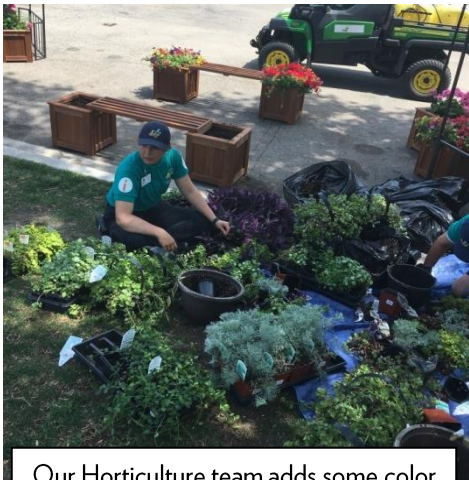
Melvin standing with 20 boxes of cigarette butts ready to go to Terracycle. Since its inception in 2016, the Grand Rapids cigarette recycling program has recycled 934,888 units (individual butts) or the equivalent of waste from almost 47,000 packs of cigarettes!

Horticulture

Micandy Gardens continues to beautify downtown. They jumped at new opportunities to plant annuals in parklets, hanging wall baskets, pallets and even recycled tire planters. They contributed to the aesthetics of Kick it at Calder and at Movies on Monroe. Their excitement for creating an urban landscape is inspiring. We have cultivated a positive working relationship and they love the feedback they receive from employees & residents of downtown.



Ellen completed her 3rd season as a Horticulture Specialist with the Ambassador program. Her expertise and knowledge has made her an integral part of our team.



Our Horticulture team adds some color to 555 Monroe where the Movies on Monroe was hosted in 2018.



Heat, drought & heavy rains created the perfect environment for weeds to take over. The team pulled over 37,000 weeds this year, triple the amount pulled in 2017!



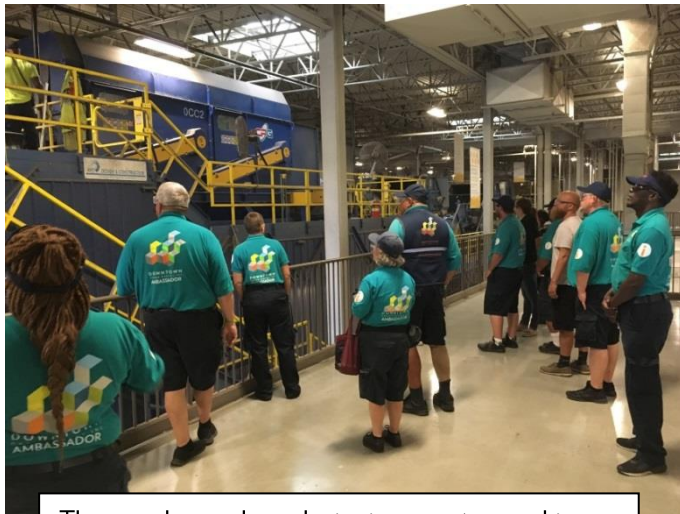
Before

After

Special Projects & Initiatives

Our recycling pilot launched along Monroe Center on June 26th. The 1 year pilot will help us understand how people recycle downtown. Bright stickers aligning with Kent County's SORT program draw attention to the 18 bins that are attached to existing trash cans. Pictures and descriptions of what is recyclable help guide pedestrians.

To prepare the team for this initiative we took a field trip to tour the Recycling Education Center to better understand the complexities of recycling.



The team learns about the intricate sorting machinery



Rebecca & Ellen install a recycling bin along Monroe Center



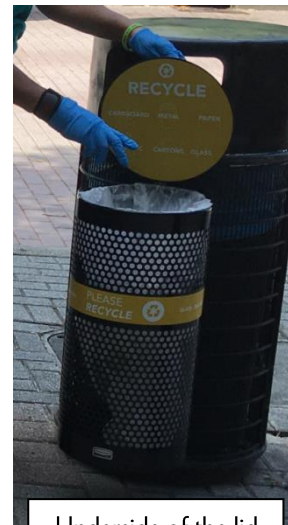
Stickering the new recycling bins



Funnel with symbols



Lid with recycling symbol



Underside of the lid with descriptions

Special Projects & Initiatives



180 pieces of seating, cushions, tables and footrests arrive at our building

The Ambassadors were heavily involved with installing and maintaining the Calder Plaza temporary improvements. Living room style outdoor seating, umbrellas, hammocks, & outdoor games were open to the public daily.



An almost completed "living room" style pod.



Taking lunch in the shade of a giant umbrella.



Seating near the food trucks provides a place to enjoy outdoor dining.



Ellen sets up ping pong.



Special Projects & Initiatives



The ambassador team was tasked with clearing the way for the ArtPrize mural, Anishinaabek, to be painted beneath the Pearl St. bridge on the Riverwalk. Among the debris we removed 8 bags of trash, an oscillating fan, a tube TV, a headboard, 1 folding chair, 1 snow shovel, and several pounds of untouched food.

The summer brought an uptick in graffiti vandalism downtown. The Ambassadors worked with different entities, including businesses, to remove some of this graffiti.



On 8/13/2018, the Ambassadors found graffiti tags in several areas along Monroe Center & Ionia. We worked to remove over 1 dozen of these tags and reported them to the police.



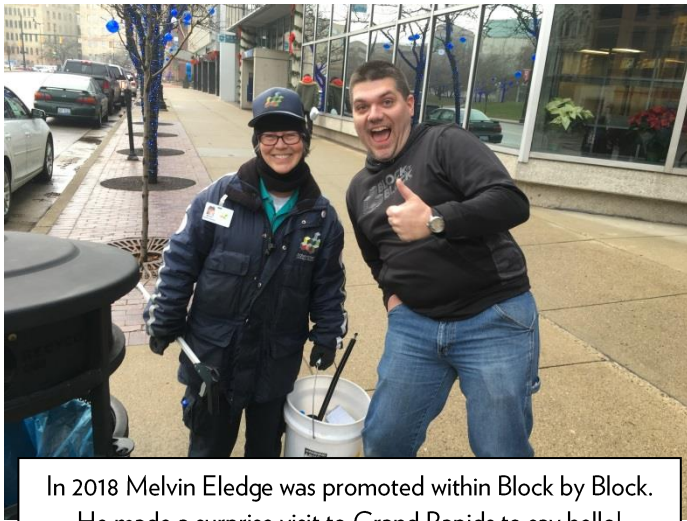
Highlights



The Ambassador program received Employer of the Year in 2018 for our work with InterAct. InterAct is an organization that helps people with barriers to employment find meaningful and long-term employment opportunities.



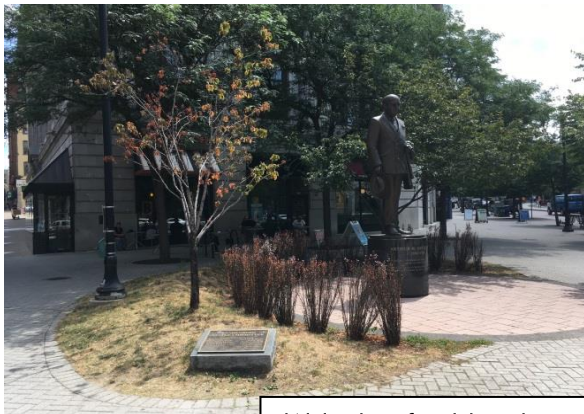
Rick uses a new weed snatcher to safely & easily remove weeds from sidewalk cracks.



In 2018 Melvin Eledge was promoted within Block by Block. He made a surprise visit to Grand Rapids to say hello!



It's a dirty job, but somebody's gotta do it! Evangeline pressure washes trash can liners to keep them fresh and in great shape.



With a bit of mulch and some tall grasses, we were able to spruce up the area around Senator Author Vandenberg.



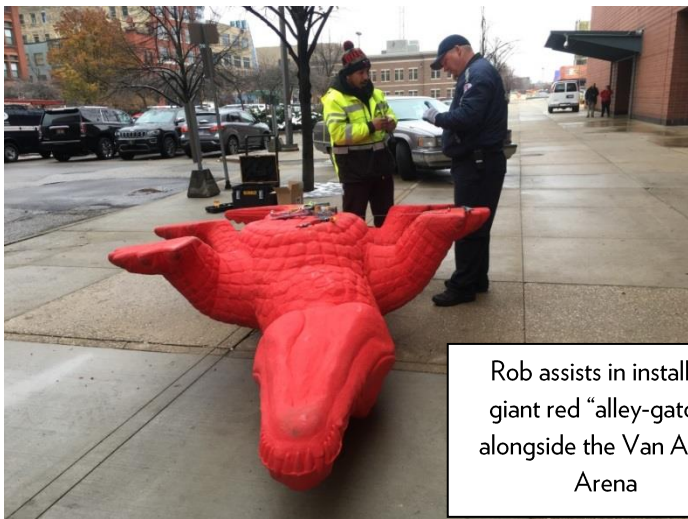
Highlights



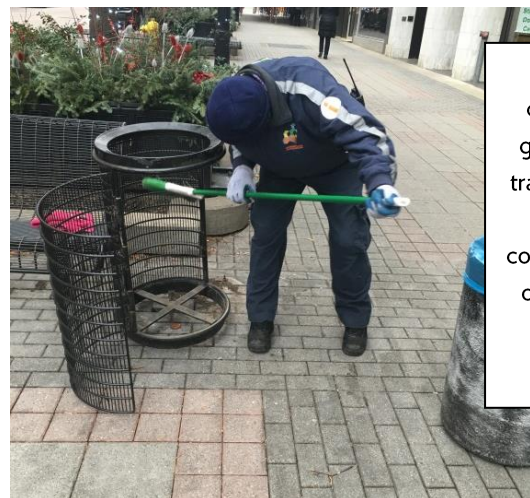
Grace & Marcia rock the table at the Amway Family Fireworks



Jonah takes time to help children write letters to Santa at the Light Up Downtown event.



Rob assists in installing giant red "alley-gators" alongside the Van Andel Arena



Have you ever considered what goes into keeping trashcans beautiful? Ellen sweeps cobwebs, leaves and other debris from Monroe Center trash cans.

Jared takes a break from installing infrastructure to provide directions to a downtown visitor.



Martel of SpokeFolks provided general maintenance and repair training to the Ambassadors. He was able to focus on the tools we could utilize at the 5 DGRI owned bike stations downtown.

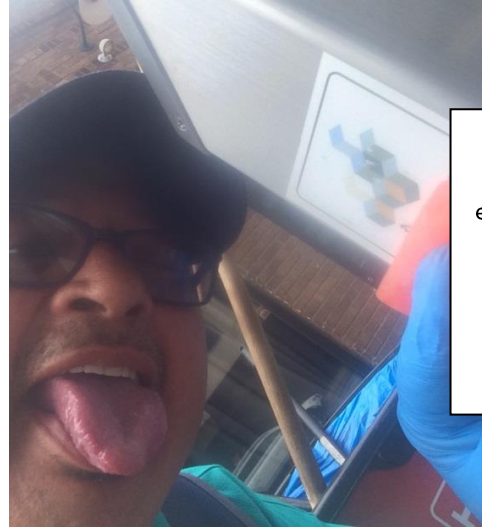


Highlights

Grace has perfected the art of tying trash bags, a task that requires patience & precision!



A selfie day competition sparked enthusiasm in the team when they were challenged to take a selfie while they remove graffiti.



Winter creates new challenges for the spring. Snow plows deposit a large amount of gravel and silt on the sidewalks. The Ambassadors armed with shovels and buckets clear up the sidewalks for safe passage.



Marcia passes out candy canes from a stocking during the holidays



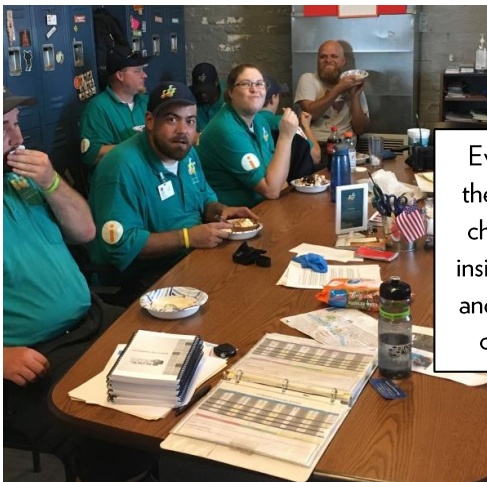
Talina poses with Mr & Mrs Claus at the annual Light Up Downtown event.

The Team



The Grand Rapids Ambassador Team started a “props box” as a way to recognize our co-workers for their hard work & model Ambassador behavior. In January Block by Block made this a Best Practice and rolled out the “fishbowl” nationwide.

Treat employees like they make a difference & they will. – Jim Goodnight



Every summer the team gets a chance to step inside to cool off and enjoy an ice cream social



In June we were awarded money to purchase healthy food options for the team. Making healthy choices was the theme of the summer.



A scavenger hunt provided an opportunity for team building. The Ambassadors had to utilize the SMARTSystem to make reports, input statistics and create maintenance requests. Marcia and Daniel are pictured here pointing out a missing brick.

Each day learn something new, and just as important, relearn something old.

– Robert Breault

Ellen shows ambassadors how to use equipment during our annual “Back to Basics” training.



To celebrate the end of the season, the Ambassadors headed to Craig’s Cruiser to play laser tag, race go karts and enjoy each other’s company.

Statistics Overview

Total Annual Activity		2018	2017	2016
Equipment Usage	ATLV Hours	52	186.25	267
	Bicycle (miles)	59	652.2	460.3
	Segway (Hours)	329	438	82.25
	Small Equipment (Hours)	136	278	365
	Total Equipment Usage	576	1554.45	1174.55
Beautification	Biohazard Clean Up	2,587	4,800	NA
	Biohazard - Human	364	NA	NA
	Infrastructure Management	14,403	NA	NA
	Graffiti - Removed	2,102	3,323	6,915
	Planters Watered	6,173	4,533	18,042
	Power Washing (block faces)	505	276	226
	Snow Removal	9,850	9,653	11,419
	Special Projects - Other	17,647	NA	NA
	Trash (Bags collected)	21,768	15,616	12,503
	Weed Abatement	37,803	12,043	11,477
	Cigarette Waste Recycled (Unit)	411,810	350,168	172,910
	Total Beautification Activity	113,202	50,244	60,582
Hospitality & Engagement	Business Contact	2,066	2,079	1,473
	Mobility Assist	620	1,456	2,487
	Observation - Fighting	569	939	221
	PA - Directions	4,918	11,890	13,846
	PA - Information	38,730	50,911	49,591
	PA - Other	151,226	205,882	154,340
	Panhandling - Aggressive	375	1,244	233
	Panhandling - Passive	868	1,686	429
	Request for Emergency Services	36	56	260
	Sidewalk Violation	5,483	8,875	5,002
	Social Services Assist	3,951	5,756	14,996
	Suspicious Package	25	18	44
	Suspicious Person	34	302	165
	Total Hospitality & Engagement Activity	208,901	291,094	243,087
Total Ambassador Activity		322,103	341,338	303,669



CITY OF GRAND RAPIDS AGENDA ACTION REQUEST

DATE: January 8, 2019

TO: Mark Washington, City Manager

FROM: Joel H. Hondorp, City Clerk
City Clerk's Office

SUBJECT: **Consideration of Amendments to the Pilot Mobile Food Business Ordinance**

The City Commission in August 2016 adopted a PILOT Mobile Food Business Ordinance after extensive engagement of, and collaboration between, food truck operators, local businesses and City staff.

The ordinance, which took effect in September 2016, for the first time permitted food trucks in select public spaces, prioritized the protection of public safety, streamlined business licensing and clearly defined vendor responsibilities.

The PILOT ordinance also established a 2-year evaluation period and called for regulatory performance reports to City Commission after Year 1 and Year 2.

Based on learnings from the initial implementation of the PILOT ordinance, the City Commission in June 2017 approved several policy adjustments. These adjustments aimed to continue elevating Grand Rapids as a food truck-friendly city. More specifically, the adjustments further streamlined the City's regulatory process and lowered costs and barriers for food truck entrepreneurs.

City Staff and Downtown Grand Rapids Inc. in March 2018 delivered the Year 1 performance report as a Special Briefing to City Commission. Key outcomes reported included more licensed food trucks doing more business in the City, more active public spaces as more food options attract more people to the public realm, zero public safety incidents and less than a dozen complaints.

During the Year 1 PILOT evaluation process, staff also recommended – and Commission approved – extending the effective period of the PILOT ordinance until January 31, 2019. This prevented the expiration of the ordinance at a crucial time for business owners. The extension also aligned the conclusion of the PILOT's effective period with the planned presentation of the Year 2 PILOT performance report to City Commission, at which time the City Commission may determine to suspend, modify or expand the ordinance, per the original intent of the PILOT ordinance.

The Year 2 PILOT performance report was presented to City Commission on December 18, 2018 and demonstrated that the PILOT ordinance continues to emerge as an effective regulatory tool to manage mobile food truck businesses in the public right of way.

Consistent with original intent of the policy, this evaluation revealed that the PILOT food truck ordinance has stimulated more licensed food trucks in the City and significantly more food truck operating hours in the public realm all with minimal complaints and zero public safety incidents.

Importantly, the number of new “bricks and mortar” restaurant openings in Downtown Grand Rapids – a neighborhood with numerous food truck opportunity zones created by the PILOT policy – also far outpaced the number of closings.

Based on these and other findings, staff recommends dropping the PILOT designation and adopting the Mobile Food Business Ordinance as permanent city policy, with a few minor adjustments to continue improving the program based on additional learnings. These adjustments include:

- Clarifying and evolving the definition of “Mobile Food Business” to accommodate a diversity of business models.
- Supporting and aligning with the Clerk’s office effort to further streamline a business-friendly licensing process.
- Adjusting the allowable generator noise threshold from seventy (70) to eighty (80) decibels to adapt to real world conditions and support pragmatic enforcement.
- Establishing for the first time a “Special Event Permit” that lowers the cost of doing business for mobile food businesses that seek to operate in the City of Grand Rapids on a limited basis.

City staff, departments and project partners also are currently working on several related initiatives that will leverage the policy innovation and continue to grow a food truck-friendly city that promotes entrepreneurial opportunity, vital public spaces and economic growth. These efforts include but are not limited to:

- Grand Rapids Fire Department – Exploring online education component to support accelerated permitting.
- Office of the City Clerk – moving to true year licensing system and exploring potential for multi-year licensing.
- Grand Rapids Planning Department – Surveying public opinion re: food trucks on private property and formulating options for potential policy adjustment(s).
- City Parks Department– Evaluating one time “frequent flyer pass” to streamline park reservation fees. The department also is exploring potential to expand access to public power source(s) in select locations.

- Mobile GR – Evaluating potential on-street locations to pilot specifically designated “Food Vehicle Zone” to evolve permitting process and infrastructure at select location(s).

It is recommended that the proposed Mobile Food Business Ordinance amendments that were introduced on December 18, 2018, be considered for adoption on January 8, 2019.

Prepared by Amanda Bradshaw


CORRECT IN FORM
DEPARTMENT OF LAW



Pilot Food Truck & Trailer Ordinance Performance Report: 2016 – 2018

Grand Rapids City Commission
December 2018

Why Food Trucks?

- Promote entrepreneurship & opportunity.
- Small business development & expansion.
- More active parks & public spaces.
- More food choices for consumers.
- Stronger local food culture.
- More vibrant business districts.
- Stronger ability to attract people.





Participatory Policy Design

- Interviews with 40+ restaurateurs & businesses
- Focus group discussion with food truck operators
- Survey of local food truck operators (30+)
- Dialogue with DGRI citizen advisors
- Exploratory conversations with key organizational stakeholders (GRACC, LINC, WMHC, etc.)
- Let's Roll: Food Truck Town Hall



GR's New Approach

Pilot Ordinance Approved – *August 2016*

- Permit food trucks on public property.
- Prioritize public safety.
- Streamline business licensing.
- Clearly define vendor responsibilities.
- Establish a 2-year evaluation period.

Amended – *June 2017*

- Enabled pay at meter
- Added zones Downtown, Uptown

Amended – *May 2018*

- Extended to January 2019

Pilot Project Partners

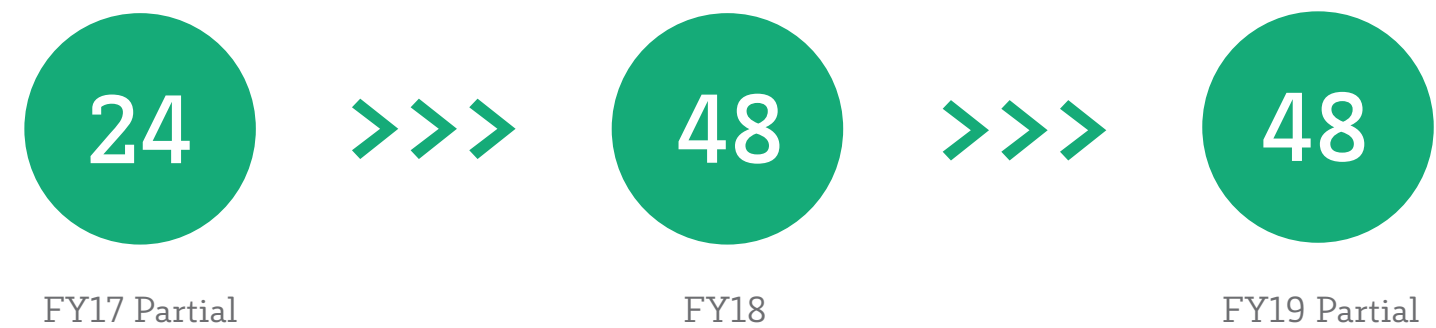


Evaluating “Success”

Pedestrian counts Definitive regional culinary style
Local business success Cleanliness Noise Cost of doing business
Ethnically diverse food options Image as a vibrant food hub
Economic impact Environmental sustainability Access to opportunity
Complaints Fair, clear, predictable rules
Population density Dog friendly patios Fire Citations
Active public space Hours of food availability
Speed of application approval Active business districts Litter

Objective: Promote Business Opportunity

Licensed Trucks:



48% of trucks open more often
30% report more customers/sales





Objective: Promote Business Opportunity

Meters reserved on-street:



Objective: Promote Business Opportunity

Bricks & Mortar Churn

37 new (Linear, MeXo, etc)

20 changed up (Roam, Jolly Pumpkin, etc)

11 closed

26 net new food businesses

Bloomberg



Food & Drinks

Americans Are Spending Like Crazy at Restaurants

Reade Pickert and Scott Lanman
August 15, 2018, 3:12 PM EDT Updated on August 15, 2018, 5:24 PM EDT

[Listen to Article](#)
2:13

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Spending at U.S. restaurants surged over the past three months by the most on record, making it both a bright spot for the economy and a risk if appetites for eating out return to normal.

Sales at food-service and drinking establishments rose 1.3 percent in July to \$61.6 billion, the Commerce Department reported on Wednesday. That brought the three-month annualized gain to 25.3 percent, the fastest pace in figures going back to 1992.

Dining Out Is Taking Off
American spending at restaurants surged by the most on record

[Watch Live TV](#) [Listen to Live Radio](#)

Bloomberg Television



FOR IMMEDIATE RELEASE
April 30, 2018

Media Contacts:
Emily Daunt
Michigan Restaurant Association
(517) 377-3933

Leslie Pardo/Michael Odom
Marx Layne & Company
(248) 855-6777

Michigan Restaurant Association Q1 Trends Report Demonstrates Continued Industry Growth *Workforce Shortage a Significant Threat to the Industry*

LANSING, Mich. – The Michigan Restaurant Association (MRA) today released its first quarter research report tracking economic and demographic trends within the restaurant industry on a statewide basis. The survey, conducted by independent firm Cleveland Research and distributed to MRA's 4,500 members, illustrates continued growth in the industry, but



Objective: Activate Parks & Public Spaces

Food Truck Hours in City Parks
(Non “Special Event”)



Total Food Truck Hours in Public Realm



Objective: Protect Public Safety

City Departmental Data

- **Workshops** 16 classes since 2016. Approx 70 participants
- **Trucks Inspected** 49 (FY19) | 43 (FY18)
- **Citations** 0
- **Incidents** 0 losses or injuries reported
- **Complaints** 9 (2018) | 11 (2017)
- **Thanks** 2 (2018)





Objective: Clear, fair & predictable regulation

Cost of doing business in City

- **Fire** – \$88.75 (FY19) / \$86.91 (FY18)
- **Clerk** – \$277 (FY19) / \$317 (FY18)
- **Parks** – \$35 / reservation
- **MobileGR** – \$50 / day or feed the meter

Speed of approval

- **Fire** – quarterly training, plus accommodations
- **Clerk** – Average 7-8 days with completed application
- **Parks** – 1 day online or on-the-spot in person
- **MobileGR** – 24 hours

Entrepreneurial Opportunity

...Features

Can't hold me back: Women of Color entrepreneurs break boundaries in West Michigan

BY LAUREN FAY CARLSON, MANAGING EDITOR | THURSDAY, JULY 26, 2018



#thefutureisfemale. And it's true. Female entrepreneurship is having a moment that is not just a moment. It's a push toward a future that respects and celebrates women on equal footing as colleagues and entrepreneurs. And whether they are making their

SHARE     

 Like 123

 BUILDING COMMUNITIES



FEATURES

Get your tamales on the go! Tamales Mary has a food cart now

One of the most popular Mexican restaurants in town is branching out their services.

Author: Staff
Published: 2:15 PM EDT July 11, 2018
Updated: 2:17 PM EDT July 11, 2018

GRAND RAPIDS, Mich. - Lunch time just got even better!

One of the most popular Mexican restaurants in Grand Rapids, Tamales Mary, debuted a new food cart on Wednesday afternoon in Rosa Parks Circle.



Proposed Ordinance Change

- Clarify & evolve definition of “Mobile Food Business”
 - *Mobile Food Business shall mean a business serving or offering for sale food and/or beverages from a mobile food unit which means for purposes of this ordinance a self-contained, fully enclosed unit including trailers.*
- Support a business-friendly licensing process
- Adjust threshold for generator noise
 - 70 >>> 80 decibels
- Establish limited Special Event Permit
- Move from pilot to permanent

Emergent Food Truck Friendly City



Next Steps

- **GRFD** – Exploring online education component
- **City Clerk** – Moving to true year licensing; exploring multi-year license
- **Planning Dept.** – Formulating recommendations for operations on private property
- **Parks Dept.** – Evaluating “frequent flyer” pass; exploring expanded access to power
- **Mobile GR** – Evaluating for “Food Vehicle Zones”

